



THE REGAL

The time for fall shoes is here and it is safe to say that among other things you want the latest styles. You can get them in Regal shoes.

The shoe styles are not set by shoe manufacturers. They are originated by the high priced and exclusive custom boot-makers of Paris, London and New York.

Our representatives here and abroad immediately secure these new styles as they make their appearance, and their exact and faithful duplicates are promptly made in Regal shoes.

In this way we place at your disposal now the very latest styles for this season.

In a month or so, perhaps, you can get them in high priced shoes by paying from \$5 to \$7 for them. Next year you can buy them almost anywhere at usual shoe prices, but if

you want them now for this season's wear you can get them only in the Regal shoes at our uniform and unchangeable price of \$3.50 per pair.

Aside from style you want quality and long wear. This you get in the Regal shoes.

No matter what shoes you buy or what you pay for them you can get no more choice materials, high grade workmanship, fine fitting qualities or durability than the Regal shoe offers you.

When it comes to workmanship you have doubtless heard a great deal about "hand-sewed" shoes. This means that the welt is sewed on by hand. That costs the princely sum of fifteen and a half cents extra a pair and for this you are fleeced to the extent of from \$1.50 to \$2.50.

This expression, "hand-sewed," covers a multitude of sins and the public should be warned not to be deceived by it.

When you go into a Regal store you know that you have to pay but one price, \$3.50, for the very best shoe that we make or that anybody can make.

But when you go into a store offering shoes at two or three different prices you find that the shoes you want and the styles you want always cost you the highest price. And when you have paid \$5 or \$6, how do you know that you have not in reality received a \$3.50 shoe?

You will find, too, that salesmen are particularly anxious in such stores to sell you the highest priced shoes and are ready with volumes of reasons as to why you ought to buy them.

That is simply because the salesman gets paid a small premium for every pair of high priced shoes he can sell.

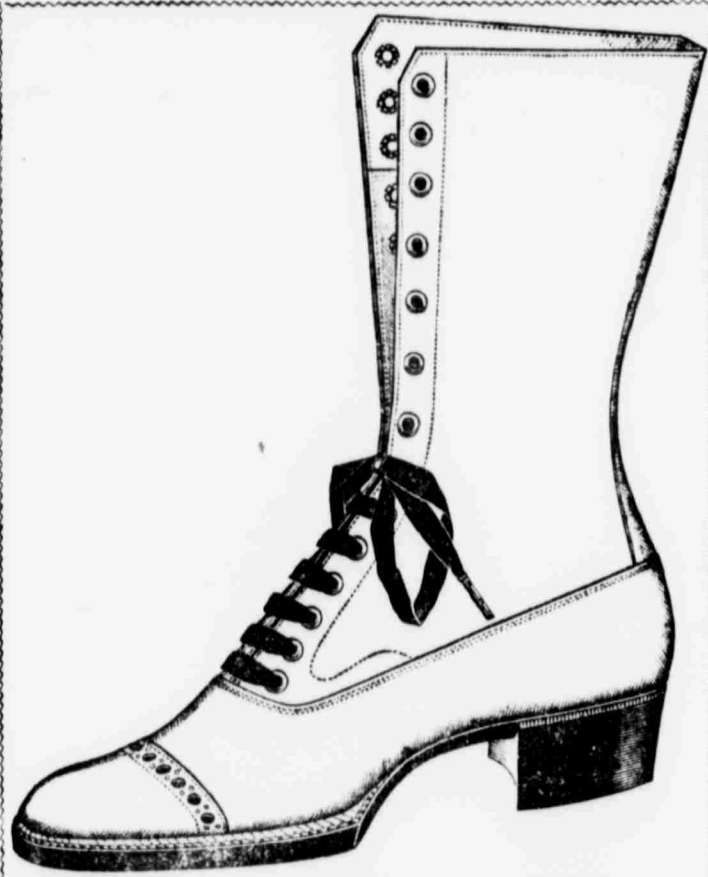
In Regal stores you meet with no such embarrassments and no such annoyances. The price is \$3.50 first, last, and all the time.

The shoes you buy to-day are not marked down to a lower price to-morrow, as in Regal stores there are no "marked down," "marked up," or other so-called "sales."

The low price of the Regal is possible only under the unique Regal methods. When you buy other shoes a goodly proportion of the money you pay goes for the separate and distinct profits of the tanner, commission man, manufacturer, jobber and the retailer.

Regal shoes come straight from the tannery to the consumer, with but one small profit added to the actual cost, and are sold always at one price.

Fall styles are now ready in all the Regal stores.



The Regal

New York { 115 NASSAU ST.
1347 BROADWAY.
291 BROADWAY.
Brooklyn { 357 FULTON ST.
111 BROADWAY.

If you cannot conveniently reach a Regal store we will deliver Regal shoes, carriage charges prepaid to any address in the United States, Canada, Mexico and Germany, upon receipt of \$3.75 per pair. Also to any point within the limit of the Parcel Post Service.

L. C. BLISS & CO.
109 SUMMER ST., BOSTON, MASS.

STORES:

Boston, Providence, New York, Brooklyn, Baltimore, Philadelphia, Washington, Pittsburgh, Buffalo, Cincinnati, St. Louis, Chicago, Detroit, Cleveland, Denver, Albany, Atlanta (Ga.), Milwaukee, Factory, Whitman, Mass.

WOMEN'S REGAL SHOES

Regal shoes for women are made in all styles and sizes from the finest materials and by high grade Regal workmanship. They are sold at the Regal price, \$3.50 per pair, or by mail from our Boston office at \$3.75 per pair. Send to our Boston address, 109 Summer St., for our Women's Regal Catalogue.

REGAL DRESSING

We make Regal dressing for Regal shoes. As it is, of course, for our interest to make the Regal shoes look as well and wear as long as possible, we have prepared a dressing which stands second to none. It does not add a superficial gloss to the shoe, but polishes the leather itself, rendering it more pliable, comfortable and serviceable, and giving it a high polish which will last a long time. Regal dressing is sold at all Regal stores and our Traveler's Package will be sent by mail, postpaid, upon receipt of 15 cents. Large size, 30 cents.